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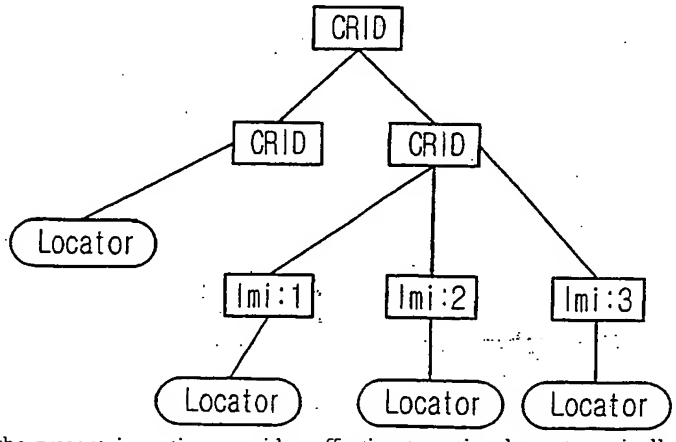
(54) Title: COMPONENT IDENTIFICATION METHOD AND TARGETING METHOD USING THE SAME



(57) Abstract: The present invention relates to component identification method using an instance metadata identifier with a contents reference identifier (CRID) and a targeting method using the same. The present invention is a method for identifying components having identical contents and different bit expressions by assigning an identical CRID to each of the components, assigning different instance metadata identifiers to each of the components and using the instance metadata identifiers with the CRID. Also, the present invention is a method for, identifying components having identical contents, identical bit expressions and different locations by assigning different instance metadata identifiers to each of the components and listing the instance metadata identifiers l, in a package metadata having corresponding condition of an intended targeting. Accordingly, the present invention provides effective targeting by automatically matching characteristics described in a package to a usage environment.

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